

Chevrolet announces

A NEW SERVICE POLICY

The Chevrolet Motor Company and its nation-wide dealer organization are pleased to announce a new and broader service policy—one of the most liberal ever offered on a low-priced automobile.

Put into force as a written and signed agreement given to the purchaser by the Chevrolet dealer when the car is delivered—it offers the following provisions:

- 1 Every Chevrolet owner receives his car from the dealer in perfect condition—thoroughly lubricated, properly adjusted, and ready to operate with maximum efficiency from the very first mile of ownership.
- 2 Every Chevrolet owner is entitled to free inspection and adjustment of his car at the end of the first 500 miles of usage.
- 3 Every Chevrolet owner is entitled to free inspection of his car every 1000 miles thereafter, so long as the car is in operation.
- 4 Every Chevrolet owner is entitled to free replacement of any part which may prove defective in workmanship or material, within the terms of Chevrolet's standard warranty. *This includes both parts and labor.*
- 5 Provision number 4 will be carried out by any Chevrolet dealer in the United States. As a



result, the Chevrolet owner may travel to any part of the country, with assurance that the guarantee on materials and workmanship will remain in force.

This new policy constitutes definite proof of Chevrolet's high quality—for such liberal provisions could only be made in connection with a car built of fine materials to exacting standards of workmanship.

Back of this policy, and assuring its successful operation, is one of

the most complete and efficient service organizations in the world.

There are more than 10,000 Authorized Chevrolet Dealer Service Stations in the United States alone. Each employs skilled mechanics thoroughly trained at Chevrolet Service Schools. Each has specially designed tools and machinery developed exclusively for Chevrolet service work. And each has on hand, at all times, an adequate stock of genuine Chevrolet replacement parts.

As a result, Chevrolet's flat-rate charges, including both parts and labor, are *the lowest in the industry on many service operations!*

In considering the purchase of a low-priced automobile, think what this service means—in terms of lasting satisfaction, as well as in increased economy.

The Roadster, \$495; The Phaeton, \$495; The Sport Roadster, \$555; The Coach, \$565; The Coupe, \$565; The Sport Coupe, \$655; The Club Sedan, \$625; The Sedan, \$675; The Sedan Delivery, \$595; The Light Delivery Chassis, \$365; The 1½ Ton Chassis, \$520; The 1½ Ton Chassis with Cab, \$625; The Roadster Delivery (Pick-up Box Extra), \$440. All prices f. o. b. factory, Flint, Michigan.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

A SIX IN THE PRICE RANGE OF THE FOUR
for Economical Transportation



WM. RUEHL & CO.

120 North First Street

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